



HOA SEN
UNIVERSITY

USF
UNIVERSITY OF
SOUTH FLORIDA
SARASOTA-MANATEE



17th Conference Organized by



GLOBAL CONFERENCE ON
BUSINESS, HOSPITALITY and
TOURISM RESEARCH

October 2-5, 2018 | Ho Chi Minh City
Vietnam

Welcome From the Chairs

Chào mừng, Welcome, Hoşgeldiniz, Willkommen, Bienvenue, Добро пожаловать, لهسوﻻها, 歡迎光臨, Bienvenido, Καλώς Ορίσαστε, Benvenuto, ようこそ, 환영합니다, ยินดีต้อนรับ, to the Global Conference on Business, Hospitality and Tourism Research (GLOSEARCH) here at the Hoa Sen University, Ho Chi Minh City, Vietnam. Hoa Sen University, University of South Florida Sarasota-Manatee, and The Association of North America Higher Education International (ANAHEI) are very honored and excited to host GLOSEARCH 2018. This is the 17th conference that ANAHEI is organizing.

GLOSEARCH received more than 200 abstracts/papers for the conference from 242 authors from 32 countries. Ninety-five of these presentations are accepted to be presented at GLOSEARCH 2018. GLOSEARCH is a truly an interdisciplinary and global conference as we will host 170+ participants from 23 countries and from different fields of studies. We would like to thank each author for submitting their research papers to GLOSEARCH 2018.

As GLOSEARCH 2018 was a peer-reviewed, double blind conference, we would like to thank each and every reviewer who ensured that the paper review process was a high quality and smooth. We also would like to thank the awards committee for their hard work in selecting the recipients of this year's award winners.

We would like to thank Hoa Sen University for hosting GLOSEARCH 2018. Without their support, this conference would have not been possible. We would like to thank our Sponsors for making this Conference possible: University of South Florida Sarasota-Manatee, Smith Travel Research, New World Saigon Hotel, Hotel Continental Saigon, Samsung Vina Electronics, and International Hospitality Management School Vatel - Vatel Việt Nam. Also, we would like to extend our gratitude to our keynote speakers: Dr. Sheryl F. Kline, Dr. Fawn T. Ngo, Dr. Paul A. Phillips, Dr. Hanqin Qiu, Dr. Jason D. Shaw, Dr. Mariana Sigala, Mr. Bui Xuan Phong, and Mr. George Ubbelohde, and invited speakers Dr. AJ Aluri, Dr. Basak Denizci Guillet, Dr. Pearl Lin, and Dr. Tingting Zhang. We would like to also thank Dr. Faizan Ali and Dr. S. Mostafa Rasoolimanesh for conducting research academy.

We extend our gratitude also to our ANAHEI Conference Director, Mr. Muhittin Cavusoglu, MS, CHE, for his great contributions to the success of the GLOSEARCH Conference. We also thank Scientific Relations Coordinator, Ms. Luana Nanu, and Media Manager, Emre Corbaci.

Moreover, we sincerely express our appreciation to all lecturers, supporting staff and students in the Hoa Sen University who have volunteered their time to make this Conference a success. We also thank all other volunteers.

While you are attending GLOSEARCH, please do not forget to enjoy great things Ho Chi Minh City has to offer.

Congratulations to all of the presenters at this conference and a warm Welcome!

Yours in Hospitality,

Co-Chairs,

Dr. Vu Tuong Thuy, Vice President, Hoa Sen University, Vietnam

Dr. Le Minh Thanh, Vice Dean, Hoa Sen University, Vietnam

Dr. Cihan Cobanoglu, President, Association of North America Higher Education International, Florida, USA

Dr. Patrick J. Moreo, Dean, University of South Florida Sarasota-Manatee, Florida, USA

Dr. S. Mostafa Rasoolimanesh, Senior Lecturer, Taylor's University, Malaysia

Dr. Jay Schrock, Dean Emeritus, University of South Florida Sarasota-Manatee, Florida, USA

Dr. Yen-Soon Kim, Associate Professor, University of Nevada, Las Vegas, USA

Monday, October 1, 2018

Time	Event	Venue
8:30am-5:00pm	Registration	Ground Floor
09:00am-11:00am	Hospitality 2030 Think Tank Session 1	9 th Floor: Room 903
11:00am-12:00pm	Opening Ceremony of Hoa Sen Digital Hub in Hospitality	Ground Floor
12:00pm-1:30pm	Lunch	10 th Floor: Restaurant
1:30pm-5:00pm	Hospitality 2030 Think Tank Session 2	9 th Floor: Room 903

Tuesday, October 2, 2018

Time	Event	Venue
8:30am-5:00pm	Registration	9 th Floor: Foyer
Research Academy		
8:30am-10:30am	Session 1: Introduction to PLS-SEM using SmartPLS and WarpPLS by <i>Dr. S. Mostafa Rasoolimanesh</i>	9 th Floor: Room 903
10:30am-10:45am	Refreshment Break	9 th Floor: Foyer
10:45am-12:45pm	Session 2: Mediator – Moderator Using PLS-SEM; WarpPLS and SmartPLS by <i>Dr. S. Mostafa Rasoolimanesh</i>	9 th Floor: Room 903
1:00pm-2:30pm	Lunch (on your own)	
2:30pm-3:00pm	Refreshment Break	9 th Floor: Foyer
3:00pm-5:00pm	Session 3: How to Publish Successfully by <i>Dr. Faizan Ali</i>	9 th Floor: Room 903
Hotel Industry Foundations and Introduction to Analytics (HIFIA) Certification Program		
8:30am-9:45am	The Players in the Hotel Industry	9 th Floor: Room 902
9:45am-11:00am	Categorization Used by the Hotel Industry	9 th Floor: Room 902
11:00am-11:15am	Refreshment Break	9 th Floor: Foyer
11:15am-12:30pm	Introduction to Benchmarking	9 th Floor: Room 902
12:30pm-1:30pm	Lunch (on your own)	
1:30pm-2:45pm	Intro to Hotel Math	9 th Floor: Room 902
2:45pm-3:00pm	Refreshment Break	9 th Floor: Foyer
3:00pm-4:30pm	Intro to Industry Reports	9 th Floor: Room 902
4:30pm-5:00pm	Exam Review and Q&A	9 th Floor: Room 902

Wednesday, October 3, 2018

Time	Event	Venue
8:30am-5:00pm	Registration	9 th Floor: Foyer
08:30am-10:10am	Concurrent Sessions (1.1, 1.2 & 1.3)	9 th Floor: Rooms 901, 902 & 903
10:10am-10:25am	Refreshment Break	9 th Floor: Foyer
10:30am-11:15am	Keynote Speaker: Dr. Jason D. Shaw <i>"The Science of Performance-Based Pay"</i>	9 th Floor: Room 903
11:15am-12:00pm	Keynote Speaker: Dr. Mariana Sigala <i>"Setting the Research Agenda in Smart Tourism"</i>	9 th Floor: Room 903
12:00pm-12:30pm	Industry Session: Mr. Anthony Zhang <i>"Hospitality and Tourism Future Trends"</i>	9 th Floor: Room 903
12:30pm-1:30pm	Lunch	10 th Floor: Restaurant
1:30pm-2:30pm	Concurrent Sessions (2.1, 2.2 & 2.3)	9 th Floor: Rooms 901, 902 & 903
2:30pm-2:45pm	Refreshment Break	9 th Floor: Foyer
3:00pm-4:30pm	Panel: Path to Promotion and Tenure <i>Dr. AJ Aluri, Dr. Basak Denizci Guillet, Dr. Pearl Lin, and Dr. Tingting Zhang</i>	9 th Floor: Room 903
4:40pm-5:40pm	Concurrent Sessions (3.1, 3.2 & 3.3)	9 th Floor: Rooms 901, 902 & 903
6:00pm-7:30pm	Welcome Reception	Dynasty Restaurant at 5-Star New World Hotel

Thursday, October 4, 2018

Time	Event	Venue
8:30am-5:00pm	Registration	9 th Floor: Foyer
08:30am-10:10am	Concurrent Sessions (4.1, 4.2 & 4.3)	9 th Floor: Rooms 901, 902 & 903
10:10am-10:25am	Refreshment Break	9 th Floor: Foyer
10:30am-11:15am	Keynote Speaker: Dr. Sheryl F. Kline <i>"Nexus of Research and Industry"</i>	9 th Floor: Room 903
11:15am-12:00pm	Keynote Speaker: Dr. Hanqin Qiu <i>"How to Educate the Future Talents for Hospitality Industry During Digital Era"</i>	9 th Floor: Room 903
12:00pm-1:30pm	Awards Luncheon	10 th Floor: Restaurant
1:30pm-2:30pm	Poster Sessions	9 th Floor: Foyer
2:30pm-2:45pm	Refreshment Break	9 th Floor: Foyer
3:00pm-3:45pm	Keynote Speaker: Mr. George Ubbelohde <i>"International Quality Standards in Hospitality Education and Beyond"</i>	9 th Floor: Room 903
3:45pm-4:30pm	Keynote Speaker: Mr. Bui Xuan Phong <i>"Human Resource Development & Potential Growth for Vietnam Tourism"</i>	9 th Floor: Room 903
4:40pm-5:40pm	Concurrent Sessions (5.1, 5.2 & 5.3)	9 th Floor: Rooms 901, 902 & 903

Friday, October 5, 2018

Time	Event	Venue
8:30am-12:00pm	Registration	9 th Floor: Foyer
08:30am-10:10am	Concurrent Sessions (6.1, 6.2, 6.3 & 6.4)	9 th Floor: Rooms 901, 902 & 903 3 rd Floor: Room 303
10:10am-10:25am	Refreshment Break	9 th Floor: Foyer
10:30am-11:15am	Keynote Speaker: Dr. Paul A. Phillips <i>"Digital Disruption and Opportunities in Travel"</i>	9 th Floor: Room 903
11:15am-12:00pm	Keynote Speaker: Dr. Fawn T. Ngo <i>"An Integrated Paradigm for Understanding Tourism Crime Victimization: Extending the Routine Activity Framework and the General Theory of Crime"</i>	9 th Floor: Room 903
12:00pm-1:30pm	Lunch	10 th Floor: Restaurant
1:30pm-2:30pm	Invited Speaker: Dr. Basak Denizci Guillet <i>"Revenue Management: What Every Hospitality Industry Professional Needs to Know"</i>	9 th Floor: Room 901
1:30pm-2:30pm	Invited Speaker: Dr. AJ Aluri <i>"AR and VR Experiences in Hospitality"</i>	9 th Floor: Room 902
2:30pm-2:45pm	Refreshment Break	9 th Floor: Foyer
2:50pm-4:10pm	Concurrent Sessions (7.1, 7.2 & 7.3)	9 th Floor: Rooms 901, 902 & 903

KEYNOTE SPEAKERS



Dr. Sheryl F. Kline



Dr. Fawn T. Ngo



Dr. Paul A. Phillips



Dr. Hanqin Qiu



Dr. Jason D. Shaw



Dr. Mariana Sigala



Mr. Bui Xuan Phong



Mr. George Ubbelohde

INVITED SPEAKERS



Dr. AJ Aluri



Dr. Basak Denizci Guillet



Dr. Pearl Lin



Dr. Tingting Zhang

KEYNOTE SPEAKERS



Dr. Sheryl F. Kline is the Deputy Dean of Alfred Lerner College of Business and Economics and Professor in the Department of Hospitality Business Management at the University of Delaware (UD). Prior to joining UD, she served as Interim Dean and Associate Dean in the College of Hospitality, Retail, and Sport Management at the University of South Carolina (USC) Columbia, SC. She developed her interest in research while at Purdue University where she held the position of C B Smith Professor in the School of Hospitality and Tourism Management and was the Director for the Center for the Study of Lodging Operations. She began her academic career at Widener University's School of Hospitality Management. Prior to joining academia, she had a successful career as a manager in the casino hotel and resort industry and has over a decade of hospitality industry experience.

She teaches courses in hospitality management at both the graduate and undergraduate level and enjoys mentoring graduate students and doing research. She is an active member of industry associations including the International Council of Hotel, Restaurant, and Institutional Education (I-CHRIE), the American Hotel and Lodging Association, and the Delaware Restaurant Association and has served on their boards. Dr. Kline is a recipient of several teaching awards including the I-CHRIE John Wiley and Sons Award for Innovation in Teaching, and the McCool Breakthrough Award in Hospitality Education. While at USC she was selected as an Academic Leadership Fellow for the South Eastern Conference (SEC). Most recently she was recognized

as one of 40 women in the state of Delaware as Delaware Business Women of the Year by Delaware Today Magazine.

Dr. Fawn T. Ngo is Professor of Criminology at the University of South Florida Sarasota-Manatee. She received her B.A. in Criminology, Law and Society from the University of California at Irvine, her M.S. in Criminal Justice from the California State University at Long Beach, and her Ph.D. in Criminology and Criminal Justice from the University of Maryland. She worked as a Research Associate in the Research and Planning Unit at the Westminster Police Department in Orange County, California. She is a member of the Editorial Board of the International Journal of Cyber Criminology.

She is the recipient of 2014 Student Government Association Outstanding Professor Award, 2015 Faculty Senate Excellence in Research Award, 2017 University of South Florida Women in Leadership and Philanthropy Faculty Research Award, and 2018 Faculty Senate Excellence in Teaching Award.

Dr. Ngo's research areas include criminological theory, interpersonal violence, cyber crime, and predictive analytic applications in criminology and criminal justice. Her latest research focuses on the comparative performance of conventional statistical methods and machine learning and data mining techniques in predicting inmate misconduct. Her other publications examine gender differences in stalking acknowledgment and coping behaviors, the effectiveness of formal and informal responses to stalking, and stalking in same-sex and opposite-sex contexts. She has published several papers examining the efficacy of self-control theory, routine activity theory, differential social control theory, general strain theory, and gender/general strain theory in accounting for crime, delinquency, and victimization.



Dr. Paul A. Phillips, is Professor of Strategic Management, Kent Business School, University of Kent. Paul has served as Director of Kent Business School (2007-2011) and Deputy Director (2004-7) and has held academic appointments at Cardiff Business School and University of Surrey. In 2001, he was appointed to the Charles Forte Chair of Hotel Management, which was created by a generous endowment from Forte plc in 1986 at the School of Management, University of Surrey, UK.

With more than 25 years of senior experience of strategic management, performance management and digital business strategy, Paul acts as a conduit for those organizations who are trying to address complex technological and change management issues. Paul has specialized international experience for private sector, Governments and Government Agencies. Specialist projects include organizing and delivering specialist financial services short courses for international organizations, such as the China Development Bank; digital strategy advice to FTSE 250 companies and Ministry of Defense; e-procurement advice to the Chinese People's Liberation Army; hospitals; police forces; knowledge intensive businesses.

Paul has served as Chair of the UK Association of Business Schools (ABS) Research Steering Committee, and Member of the ABS Executive Committee. He chaired the 2010 ABS Annual Research Conference and the 2010 ABS Annual Doctor of Business Administration Conference. Paul has served on the Institute of

Business Ethics Advisory Council, Westminster Business School Advisory Board and Founder and inaugural Chair of the ABS International and External Relations subcommittee. Professor Phillips has completed the Experienced Deans' and New Deans' Seminar Series, Association to Advance Collegiate School of Business (AACSB), International. He completed the International Deans' Programme, Association of Business School/European Foundation for Management Development, and the Leading Change and Organizational Renewal Programme, Harvard Business School, Harvard University. Paul has served as a Visiting Professor at three universities in China: The School of Business Administration, Hunan University, Changsha; International Business School, Beijing Foreign Studies University, Beijing; School of Economic, Shandong University, Ji'nan.

Dr. Hanqin Qiu is the Distinguished Professor at Nankai University, the Dean of the College of Tourism and Service Management. She is also a Full Professor of the Hong Kong Polytechnic University, the Vice-President of United Nations Educational, Scientific and Cultural Organization (UNESCO) Hong Kong Association, the Editor-in-Chief of Journal of Quality Assurance in Hospitality & Tourism and the consultant on Education Administration to the Sun Yat-sen University.

Her research interests focus on the analysis of tourism demand, consumer behavior, the inbound and outbound tourism in China, the tourism development and policy issues in Asia Pacific and tourism education innovations, etc. She has published more than 80 refereed journal article in major international refereed journals. She has served as guest editor for International Journal of Contemporary Hospitality Management and Journal of Vacation Marketing on Special Issues for China Hotel and Tourism Development. She was also the regional editor for International Journal of Contemporary Hospitality Management.

In 2016, Professor Qiu and her team founded the World's FIRST Micro-Master's Credentials in International Hotel Management collaborated with the edX platform, which was created by MIT and Harvard University. The program received recognition more than 40,000 online learners from over 175 countries within less than two years.





Dr. Jason D. Shaw is Yeung Kin Man Professor in Business Administration, Chair Professor of Management, Head of Department of Management and Marketing, and Director of the Centre for Leadership and Innovation in the Faculty of Business at The Hong Kong Polytechnic University. He received his Ph.D. from the University of Arkansas in 1997.

He is the Editor of Academy of Management Journal (2016-2019). His research has appeared or been accepted for publication in the Academy of Management Journal, Academy of Management Review, Journal of Applied Psychology, Organization Science, Strategic Management Journal, Organizational Behavior and Human Decision Processes, Personnel Psychology, and Journal of Management, among other scientific outlets.

He has served or is serving on the editorial boards of Academy of Management Journal, Academy of Management Review, Journal of Applied Psychology, Personnel Psychology, and Journal of Management, among others. He has been invited for visiting scholar positions and other speaking engagements in China, Finland, Austria, Denmark, Norway, England, Germany, Hong Kong, Spain, Israel, Macau, Taiwan, Singapore, Australia, Canada, Belgium, Thailand, and the USA.

Prior to his appointment at PolyU, he was the Curtis L. Carlson School-wide Professor in the Carlson School of Management at the University of Minnesota, the Clark Material Handling Company Professor at the University of Kentucky, an assistant professor at Drexel University, and an analyst for the Boeing Company.

Dr. Mariana Sigala is Professor in Tourism and Director of the Centre of Tourism & Leisure Management (CTLM) at the University of South Australia Business School. She is also an academic member of the CERM PI team of UniSA. Professor Sigala has a PhD from the University of Surrey as well as a Certificate of Advanced Academic Studies from the University of Strathclyde and an MSc in Tourism Management from the University of Surrey.

Professor Sigala is a widely published authority in the area of Service Operations Management and Information and Communication Technology (ICT) applications in Tourism and Hospitality. She also has an interest in e-learning models and pedagogies, having published several research studies in these areas. Professor Sigala's research is multi-award winning featuring several best paper awards in international conferences and academic journals, such as papers published in the International Journal of Contemporary Hospitality Management and the International Journal of Hospitality Management.

She is currently the co-editor of the international journal Journal of Service Theory and Practice, the Editor-in-Chief of the Journal of Hospitality & Tourism Management and the founder and advisor editor of the International Journal of Hospitality & Tourism Cases. Professor Sigala is also the founder of the ICHRIE Johnson and Wales Case Study Competition, which she has successfully chaired from 2011 to 2017.

Professor Sigala has also served on the Board of Directors of the International Federation of Information Technology, Tourism and Travel (IFITT) (as Membership Director); the International Council on Hospitality, Restaurant and Institutional Education (I-CHRIE) (as Research Director, 2008 – 2010); the Hellenic Association of Information Systems (HeAIS) (as Publicity Director); and the Executive Board of the European Council on Hospitality, Restaurant and Institutional Education (EuroCHRIE) (as President, 2004 – 2005).

Professor Sigala currently serves at the executive boards of IFITT and Council for Australasian Tourism and Hospitality Education (CAUTHE). In 2016, Professor Sigala has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Professor Sigala joined the UniSA Business School in 2015 and brings more than 13 years of international academic and teaching experience to the UniSA Business School and the School of Management.



Mr. Bui Xuan Phong joins Sacom Tuyen Lam Joint Stock Company as CEO at SAM Tuyen Lam Golf & Resorts. He has broad customer services experience and successful track record in Customer Experience, Operations, Sales and Project Management in Banking & Hospitality. His comprehensive experience and knowledge are also in the fields of project management and transformation, Operations procedures in Banks & P&P, SOP in hotels, setting up new business and re-engineering business model.

He is a well-known trainer in Telesales Skills, Project Management Skills and a famous coach/speaker in serving hotel guests from different cultures, Leadership in hotels Transform, and the Art of the 5 star services. Mr. Phong is among the best-selling Authors with the top listed books as Contact Center, Telesales, the Myths of Re-engineering & Business Model, Hotel Management, Guest Psychology & the Art of 5 Star Services, and Leadership in Hospitality. All these books are published by Alpha Books in Vietnamese. Mr. Phong would love to contribute to the professional growth of hospitality industry in Vietnam.

Mr. George Ubbelohde, CHA, CHE, CHT, CHIA, CGSP is a passionate hospitality professional, facilitator, educator, quality assessor and management consultant with extensive hands-on international managerial experience in several countries. He is specialized in business excellence with focus on professional development and total quality in the hospitality and education industry over 30 years.

He has started his professional career in 1980 at the Sheraton Hotels Int. After obtaining Bachelor Degree in Business Administration in 1984, he pursued in the same property by working in all operational and managerial departments such as; Rooms Division, Food & Beverage, Marketing & Sales, Human Resources and Finance. Between 1986 et 1990, he progressed in his hospitality career assuming different middle management positions within the Starwood International and in several cities mainly; Brussels, London, Istanbul, Rome, Frankfurt, Lisbon and Washington DC serving as "task force" and in implementing "departmental training" projects. From 1990 to 1997 he assumed executive roles in Millenium Hotels and Dorint Hotel Group in Europe. From 1997 to 2011 he assumed the position of "Dean and Campus Director" in BBI- Brussels Business Institute (Licensee of AHLEI- American Hotel and Lodging Educational Institute)

Next to this executive position, he was teaching regularly project and business management courses in the undergraduate and graduate programs as well as conducted several workshops in "hospitality management" "certification" and "accreditation" themes in various countries. He has completed successfully several accreditation projects, namely TEDQUAL and NVAO National Accreditation. In 2008, he has obtained his specialized Master Degree, Professional Graduate Specialization in Hospitality



Graduate Education under EU's VAE system. George has been collaborating in partnership with AHLEI since 1997, has expert knowledge in developing, realizing and implementing several academic courses, curriculum development, professional certifications and specializations in hotel businesses and educational institutes.

He is a CHE – Certified Hospitality Educator, CHT- Certified Hospitality Trainer and accredited Senior Master Trainer for all AHLEI academic and professional certification programs, having conducted several workshops in Belgium, Finland, Greece, Turkey, Cyprus, Spain, Malaysia, Indonesia, Azerbaijan, U.A.E, Albania, Palestine, China, Hong Kong and Papua New Guinea. George also holds the CHA- Certified Hotel Administrator certification from AHLEI, the most prestigious certification available to a hospitality executive as well as CGSP- Certified Guest Service Professional certification. He is a lead facilitator and part of only 10 worldwide facilitators of CHE – Certified Hospitality Educator certification program.

Since January 2016, he assumes the Executive Dean role in YueXiu Institute of Hospitality Administration, the largest GAP AHLEI school of Asia, located in Shaoxing, China. He is also Honorary Professor of BHI- Beijing Hospitality Institute (Certified School by École Hôtelière de Lausanne), since 2014. From May 2014 until January 2016, George has assumed the "Managing Director" position in the prestigious luxury governmental property Xijiao State Guest Hotel in Shanghai, China. George is also Senior Consultant and Advisor for the Asian American Hotel Management Company based in Shanghai and Bright Future Education in Chongqing, China.

George is also involved in various quality assurance and certification projects as certified "Excellence Assessor" for EFQM- European Foundation of Quality Management (Business) and "Quality Auditor" UN.WTO TEDQUAL Program (Academic). George was granted the Best European Paper Award by UN.WTO- TedQual on the theme of: "Encouraging creativity and entrepreneurship among students, while keeping teachers up to date" in Brig, Switzerland, 2010 George speaks several languages fluently and can conduct workshops in English, French, Turkish and Greek. He actively participates to several international conferences/seminars/workshops/presentations as expert guest speaker/lecturer/panelist and keynote speaker.

INVITED SPEAKERS



Dr. AJ Aluri is an associate professor and founding director of the Hospitality Innovation and Technology (HIT) Lab in the Hospitality and Tourism Management (HTOR) program within the Department of Management at the College of Business and Economics (B&E) at West Virginia University (WVU). His academic and research expertise combines all areas of his education, research interests, and focus in the areas of hospitality information technology and management and information systems, and how these areas impact international hospitality organizations, society, and education.

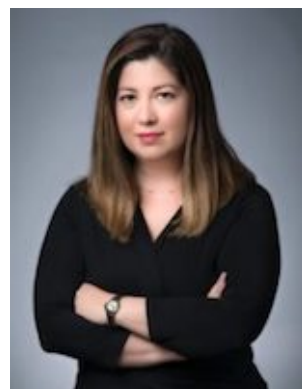
His research has been published in the following top hospitality journals: Cornell Hospitality Quarterly, Journal of Hospitality and Tourism Research, International Journal of Contemporary Hospitality Management, Journal of Hospitality and Tourism Education, and Journal of Hospitality and Tourism Technology. He is also on the editorial board of three hospitality journals and is currently serving as Director of Networking for the International Council on Hotel, Restaurant, and Institutional Education (CHRIE). His industry experiences come from diverse industry sectors, where he has worked for software and technology companies, non-profits, and the hospitality industry.

Dr. Aluri played a vital role in developing the HTOR program in the B&E at WVU. He has been invited to speak at several top international and national conferences. Throughout his career, Dr. Aluri has received several research awards; most recently, he won the "Article of the Year" award from the Journal of Hospitality and Tourism Research in 2018 and Journal of Hospitality and Tourism Education in 2016. Dr. Aluri is a recipient of the 2018 Excellence in Hospitality and Tourism Education award from the West Virginia Hospitality and Tourism Association. He was also awarded the 2018 "Friend of ProStart" award from the West Virginia Hospitality Education and Training (WV HEAT) in the West Virginia Department of Education, in recognition of his commitment and support for the ProStart students of West Virginia. A little further back, he was a recipient of the prestigious 2011 Phoenix Award for Outstanding Doctoral Student at Oklahoma State University (OSU), and also received a "Citation of Congratulations" for his contributions at OSU from the legislature of the State of Oklahoma.

Dr. Basak Denizci Guillet is an Associate Professor of Hospitality Finance and Revenue Management at the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. She received a B.S. degree in tourism and hotel management from Bilkent University, a M.S. degree in hotel administration from the University of Massachusetts, Amherst, and a Ph.D. degree in hospitality financial management from the Pennsylvania State University. She worked in the hotel industry as part of the Hilton and Marriot teams. She is the recipient of 2012 President's Award for Excellent Performance and Achievement in Teaching, The Hong Kong Polytechnic University, 2013 School of Hotel & Tourism Management Award for Research Excellence and 2015 School of Hotel & Tourism Management Award for Service Excellence.

She is an editorial board member of the International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Revenue and Pricing Management, Journal of Hospitality and Tourism Administration, Anatolia and European Journal of Tourism Research. Prior to her appointment at the Hong Kong Polytechnic University, she worked at University of South Carolina as an assistant professor.

Her academic research interests include hospitality business analytics with an emphasis on financial and revenue management. Dr. Denizci Guillet has presented her research papers in several conferences including Annual International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference, Asia Pacific Tourism Association Conference, Annual Conference and Exposition and Annual Conference of the Association of Hospitality Financial Management Education. She published her work in the Cornell Hospitality Quarterly, Journal of Hospitality and Tourism Research, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management, Journal of Hospitality Financial Management, Journal of Travel Research, Annals of Tourism Research, and the Journal of Intellectual Capital. She delivered workshops and training programs on strategic decision making from a hospitality financial management perspective and revenue management to hotel executives in South East Asia.





Dr. Pearl Lin is the Assistant Professor at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University. She received her bachelor degree from The Culinary Institute of America (CIA), NY, USA in 2000 with a major in Culinary Arts Management. She also received (\$8,000 USD) La cucina e cultura scholarship from Italian Trade Commission in 2001. During her study in CIA, she won two first places in a national tomato and turkey recipes contests and received \$6,000 USD. In 2003, Pearl studied for her Master's degree in Hospitality Management from the University of Brighton, England, after which she was a lecturer and taught several food and beverage courses in the Department of Hotel Management at Minghsin University of Science and Technology, Taiwan. In 2008, she received a \$50,000USD scholarship from the Ministry of Education, Taiwan to undertake PhD. studies at The University of Strathclyde, Scotland from where she graduated in 2012. At heart, Pearl is a chef who delights in her strong connections with the professional and practical world where she received her formative experiences in our industry. Pearl has acted as the chief judge of a culinary competition run by the Council of Labour Affairs, Taiwan. Also, she has served as a judge and expert to represent Taiwan to attend International Abilympics Competition, and the Worldskills Competition in London, Korea and Bordeaux since 2008. Through her international culinary judge experience, Pearl was invited by TEDx Hong Kong to share her knowledge and expertise on the topic of Edible Ideas to the community in Hong Kong Convention and Exhibition Centre in Nov 2016. In addition, she was invited to

share her knowledge with industry professionals and educators in Turkey, Thailand, Dubai, Macao, Hong Kong, and China. Pearl has been able to combine her academic and professional career with her passion for culinary arts. She is the author of two cookbooks, as well as co-author of a cooking DVD series and several cook books

Dr. Tingting Zhang is an Assistant Professor of Hospitality Management at the Rosen College of Hospitality Management at the University of Central Florida, USA. She received a B.S. degree in Tourism Marketing from Beijing International Studies University, Beijing, China, and a M.S. degree and Ph.D. degree in Consumer Sciences Specialization in Hospitality Management from the Ohio State University, Ohio, USA. She worked in the hotel and food catering industry as part of the Marriot and Sodexo teams. She is a recipient of Best Paper Awards from Journal of Service Management (2014, 2015) and Journal of Hospitality and Tourism Management (2016). She is also a recipient of Young Researcher Awards (2014) sponsored by Cornell School of Hotel Administration. She has received several Best Paper Awards from international business and hospitality conferences.

She is an Assistant Editor of Journal of Hospitality and Tourism Technology and an editorial board member of Journal of Hospitality and Tourism Technology, the Journal of Interdisciplinary Business-Economics Advancement (IIBA Journal), Journal of Global Scholars of Marketing Science, Journal of Tourism and Hospitality, Journal of Global Business Insights.

Her academic research interests include information technology and smart innovations in the hospitality and tourism with an emphasis on theories of value co-creation and customer engagement. She is also interested in health-related technology innovations and employee wellness programs. Dr. Zhang published her work in International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Computers in Human Behavior, Journal of Service Management, Journal of Service Marketing, and International Journal of Electronic Commerce. She has presented her research papers in several conferences including Annual International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference, Global Marketing Conference, Annual Conference for Positive Marketing, and International Research Symposium in Service Management.



Wednesday, October 3, 2018

8:30am	Concurrent Session 1.1	Room: 901
10:10am	<i>Track: Hospitality & Tourism</i>	<i>Session Chair: Annmarie Nicely</i>
	Can Multinational Agency Data Forecast Trader Harassment Intensity?	
	-Annmarie Nicely and Aidan Selvia	
	Role of Customer Engagement in Homestay Tourism: An Evidence From Mawlynnong	
	-Bijoylaxmi Sarmah and Zillur Rahman	
	Experiences of Integrated Resorts Servicescape	
	-Joanne Chan, Penny Wan, and Zoe Tam	
	Motivation for Participation and Development Impact of Homestay Program in Bali: With Special Reference to Nusa Lembongan Area	
	-Putu Gede Eka Darmaputra	
	Medical Tourism	
	-Yaffa Machnes	
8:30am	Concurrent Session 1.2	Room: 902
10:10am	<i>Track: Marketing</i>	<i>Session Chair: Jay Shrock</i>
	Marketing Performance Based on Argo Value Co-Creation	
	-Ali Romadhon	
	Service Recovery: Is a Choice or a Must?	
	-Anastasia Posmaria Setiaswi Sitohang	
	The Effect of Community Engagement on Customer E-Loyalty	
	-Bening Kristyassari and Murry Harmawan Saputra	
	The Study of the Impact of Social Media Marketing Viral on Tourists' Decision to Visit Flores Tourist Destinations	
	-Mansyur Abdul Hamid and Tumpal Situmorang	
	Eco-Label and Purchase Intention: The Role of Product Image to Green Products	
	-Wisnu Wijayanto and Cahyaningtyas Ria Uripi	
8:30am	Concurrent Session 1.3	Room: 903
10:10am	<i>Track: Management, Accounting, & Economics</i>	<i>Session Chair: Mehmet Ali Koseoglu</i>
	Factors Affecting the Satisfaction of Outpatients in the General Hospitals in Hochiminh City, Vietnam	
	-Ha Nam Khanh Giao	
	The Impact of Legal Regulations in Accounting and Auditing on the Global Financial Crisis: The Case of Turkey	
	-Seval Kardes Selimoglu	
	Intellectual Structure in Hospitality and Tourism Performance Measurement	
	-Ruggero Sainaghi, Mehmet Ali Koseoglu, Francesca d'Angella, and Issaka Lawerh Tetteh	
	Reforming of the European Union Financial Supervisory and Regulatory Architecture: The Italian System as an Example of a Virtuous Strategy Between the Judiciary and the Authority of Financial Control	
	-Carloalberto Giusti	
	Build a Community of Shared Future for Mankind Based on Mutual Benefit – Take China-US Economic and Trade Cooperation as an Example	
	-Xuejun Lin, Xiangyue Chen, and Jiaxu Han	
10:10am	Refreshment Break	
10:25am		
10:30am	Keynote Speaker: Dr. Jason D. Shaw	
11:15am	<i>"Setting the Research Agenda in Smart Tourism"</i>	
11:15am	Keynote Speaker: Dr. Mariana Sigala	
12:00pm	<i>"Setting the Research Agenda in Smart Tourism"</i>	
12:00pm	Industry Session: Mr. Anthony Zhang	
12:30pm	<i>"Hospitality and Tourism Future Trends"</i>	
12:30pm	Lunch	
1:30pm		
2:30pm	Concurrent Session 2.1	Room: 901
	<i>Track: Hospitality & Tourism</i>	<i>Session Chair: Pearl M. C. Lin</i>
	The Impact of Interior and Exterior Designs of Hotels on Customer Perception: The Sri Lankan Experience	
	-Arachchilage Shantha	
	History of Anti-Communism in Dark Film-Induced Tourism	
	-Bintang Handayani, I Made Sudjana, I Nyoman Gede Astina, and I Wayan Pantiyasa	

The Effect of Website Quality on Repurchase Intention With the Mediation of Perceived Value: The Case Study of Online Travel Agencies in Vietnam
-Huyen Pham and Thu Nguyen

1:30pm **Concurrent Session 2.2** **Room: 902**
2:30pm *Track: Marketing* *Session Chair: Marianna Sigala*

Fostering the Antecedents of Green Marketing Strategy: Indonesian Cases on Large Scale Enterprises

-Redi Nusantara and Ira Mariyah Ulfah

Green Brand Products in Small and Medium Industries Batik With SEM-PLS Approach

-Naili Farida, Apriatni Endang, and Ngatno

Attention to the Pictorial and Text of Menu With Metaphorical or Metonymic Names: An Eye Movement Experiment

-Xianglan Chen

1:30pm **Concurrent Session 2.3** **Room: 903**
2:30pm *Track: Education & Training* *Session Chair: Faizan Ali*

A Study on Psychological Factors Affecting Multicultural Acceptance of College Students

-Soo-Koung Jun

Student Perceptions of Institutional Reputation in Higher Education

-Kreangchai Rungfamai

Response Rate in Hospitality Journals: Current State and Future Research Suggestions

-Faizan Ali, Cihan Cobanoglu, and Kisang Ryu

2:30pm **Refreshment Break**
2:45pm

3:00pm **Panel: Path to Promotion and Tenure**
4:30pm
Dr. AJ Aluri
Dr. Basak Denizci Guillet
Dr. Pearl Lin
Dr. Tingting Zhang

4:40pm **Concurrent Session 3.1** **Room: 901**
5:40pm *Track: Hospitality & Tourism* *Session Chair: Khatijah Omar*

The Affect of Destination Image Factors on Revisit Intention of Domestic Tourists at Ba Ria – Vung Tau Province, Vietnam

-Khanh Giao Ha Nam, Hanh Phuc Nguyen Pham, and Kim Ngan Nguyen Thi

Potential of Avitourism in Taman Negara Malaysia

-Khatijah Omar, Muhammad Abi Sofian Abdul Halim, Hazman Samsudin, Nik Hazimah Nik Mat, and Isma Rosila Ismail

Customer Citizenship Behavior, Psychological Capital, Affective Organizational Commitment of Employee: The Employee's Perspective

-Minh-Duc Le

4:40pm **Concurrent Session 3.2** **Room: 902**
5:40pm *Track: Technology/E-Business/Social Media* *Session Chair: Scott Hipsher*

Trends and Challenges of Food and Beverage Information Technology Applications in Taiwan

-Tsong-Zen Liu, Tai-Yi Huang, and Pei-Min Shih

Understanding Post-Adoption Intention of Hospitality Information System Based on Software-as-a-Service (SaaS)

-Chia-Shiang Hsu

The Cinema as an Art Form: An Analysis of the Concept of 'Sculpting in Time'

-Sunil Shantha Athukorala Senevirathne

4:40pm **Concurrent Session 3.3** **Room: 903**
5:40pm *Track: Human Resource Management* *Session Chair: Tingting Zhang*

Leadership Role in Facilitating Innovative Behaviors Among Hotel Employees in Japan

-Soyeon Kim

Well on the Way: An Exploratory Study on Occupational Health in Hospitality

-Tingting Zhang, Edwin Torres, Sevil Sonmez, and Albert Liu

The Effects of Staff Training on Employee's Positive Emotion and Job Involvement in Luxury Hotels and Resorts in Vietnam

-Tran Thi Thanh Hang and Mai Ngoc Khuong

6:00pm-7:30pm Welcome Reception
Dynasty Restaurant at 5-Star New World Hotel

Thursday, October 4, 2018

8:30am	Concurrent Session 4.1	Room: 901
10:10am	<i>Track: Hospitality & Tourism</i>	<i>Session Chair: P. G. S. Amila Jayarathne</i>
	The Influence of Employee Attitude on Customer Affection and Customer Engagement Behavior -Minh-Duc Le Strategic Choice, Relational Dynamic Capability, Evolutionary Fit in a Brazilian Hotel Chain -Tomas Sparano Martins and Heitor Takashi Kato Impact of Destination Image and Satisfaction on Word of Mouth Communication of Tourists in Sri Lanka -P. G. S. Amila Jayarathne Influence of Institutional Logics on Organizational Sustainable Actions at Different Stages of Tourism Development: The Case of Family-Owned Tourism Enterprises in the Vietnamese Marine Protected Areas -Hien Nguyen, Laura Costanzo, and Mine Karatas-Ozkan	
8:30am	Concurrent Session 4.2	Room: 902
10:10am	<i>Track: Marketing</i>	<i>Session Chair: Thanh Le Minh</i>
	How Does Green Product Innovation Contribute to Consumer Repurchase Intention? The Mediating Role of Green Customer Value -Murry Harmawan Saputra and Bening Kristyassari An Exploratory Study of Consumer Attitudes Towards Green Cosmetics in The United Kingdom (UK) Market -Yifeng Lin, Shaohua Yang, and Haniruzila Hanifah The Quasi-Placebo Effect of Brand Name: The Magic of 'Mommy Hands' and 'Good Effect' -Kyounghee Chu and Soyeon Kim The Important of Commercial Value Co-Creation in Hotel Industry: What Is It? How Its Effect on Performance -Sri Murtini, Elia Ardyan, and Posmaria Sitohang The Antecedent of Green Repurchase Intention: Indonesian Case -Tumpal Pangihutan Situmorang and Mansyur Abdul Hamid	
8:30am	Concurrent Session 4.3	Room: 903
10:10am	<i>Track: Consumer Behavior</i>	<i>Session Chair: Jay Schrock</i>
	Exploring Customer Satisfaction in Fast Food Industry: A Descriptive Analysis -Thanh Nguyen Th and Phuong Nguyen Nd Economic Rationalities of Loksado Indigenous in a Redenomination Perspective -Bulan Prabawani, Apriatni Endang Prihatini, and Dinalestari Purbawati Green Purchasing Behavior at Hochiminh City, Vietnam -Ha Nam Khanh Giao Factors Affecting International Tourists' Food Satisfaction and Word-of-Mouth: The Case of Vietnamese Cuisine -Mai Ngoc Khuong and Bui Van Nga The Influence of Situational Factors on Tourists' Positive Mood and Impulse Buying Behavior: An Empirical Study in Ho Chi Minh City -Mai Ngoc Khuong, Phan Linh Duong, and Nguyen Thi Phuong Thuy	
10:10am	Refreshment Break	
10:25am		
10:30am	Keynote Speaker: Dr. Sheryl F. Kline	
11:15am	<i>"Nexus of Research and Industry"</i>	
11:15am	Keynote Speaker: Dr. Hanqin Qiu	
12:00pm	<i>"How to Educate the Future Talents for Hospitality Industry During Digital Era"</i>	
12:00pm	Awards Luncheon	
1:30pm		

1:30pm 2:30pm	Poster Session	
	A Discussion of Online Betting Behavior of Sport Lottery Consumers With an Expansionary Technology Acceptance Model -Li-Wei Liu, Ying-Hsiao Lai, Tzung-Hua Hsieh, and Chia-Ying Liao	
	The Reason Why People Use Instagram: Quantitative vs. Qualitative Approach -Ying-Hsiao Lai, Chaang-luan Ho, and Jen-Chieh Chung	
	Street Food Experience Among Tourists to Vietnam: A Case of Consumption Emotions -Linh Pham	
	Mimicking Other Customers' Menu Choice -Kawon Kim and Sunhee Seo	
	Organizational Commitment and Burnout Among Hospital Pharmacists: An Application of the Job Demands-Resources Model -Wen-Ching Chang and Yu-Ying Chu	
	An Analytical Study of Traffic Flow of Forest Trail in Dasyueshan Forest Recreation Area in Taiwan -You-Jie Huang, Chaang-luan Ho, and Hsin-Hui Lin	
	Familiarity Matters on Purchase Intention of Imported Fruit in Taiwan? -Sunhee Seo, Xin Li, and Vieta Annisa Nurhidayati	
	New Technologies Applied to Tourism 4.0 -Massimiliano Minaudo	
	An Exploration of Concepts for Planning Physical Education Curriculums: A Case Study of the PE Teaching Quality Assurance Assessment Plan at Chaoyang University of Technology -Ting Hsiang Chang, Hui Yun Cheng, and Jou Hsuan Lin	
	A Study on the Role of Guangdong-Hong Kong-Macao Greater Bay Area Based on the "Belt and Road Initiatives" -Xuejun Lin, DiAn Chen, Chuling Li, Jiaxu Han, and Ting Chen	
2:30pm 2:45pm	Refreshment Break	
3:00pm 3:45pm	Keynote Speaker: Mr. George Ubbelohde <i>"International Quality Standards in Hospitality Education and Beyond"</i>	
3:45pm 4:30pm	Keynote Speaker: Mr. Bui Xuan Phong <i>"Human Resource Development & Potential Growth for Vietnam Tourism"</i>	
4:40pm 5:40pm	Concurrent Session 5.1 <i>Track: Hospitality & Tourism</i>	Room: 901 Session Chair: Faizan Ali
	Country Image and Tourism Marketing Strategy in Attracting European Tourists: A Case of Korea and Japan -Soyeon Kim and Kyounghee Chu	
	The Hospitality Services and Products That Are Needed to Attract Millennials to Purchase -Christopher Slaney, Faizan Ali, Po-Ju Chen, and Patrick Moreo	
	An Examination of Investment-Cash Flow Sensitivity and Financial Constraints in the Timeshare Industry -Kwanglim Seo	
4:40pm 5:40pm	Concurrent Session 5.2 <i>Track: Environmental Issues/Sustainability & Green Tourism</i>	Room: 902 Session Chair: Agata Matarazzo
	Perceived Innovation Characteristics and Business Sustainable Orientation on Tour Operator Roles on Sustainable Tourism: Mediating for Sustainable Destination Management -Salmi Mohd Isa, Shaian Kiumarsi, and Maisarah Abdul Hamid	
	The Bioeconomy in Sicily: New Green Marketing Strategies Applied to the Sustainable Tourism Sector -Agata Matarazzo, Elisa Maugeri, Enrica Gullo, Paola Romano, Federica Spedalieri, and Alfio Licciardello	
	Diffusion of Sustainability and CSR Discourse in Hospitality Industry: Dynamics of Local Context -Bengi Ertuna, Mine Karatas-Ozkan, and Sibel Yamak	
4:40pm 5:40pm	Concurrent Session 5.3 <i>Track: Consumer Behavior</i>	Room: 903 Session Chair: Ngoc Pham Thi Bich
	Transnational Immigrant Tourists and Their Gifting Habits: A Study on Chinese Immigrants Living in the UK -Mingzi Liu and Toral Inci	
	Productivity Spillover From Foreign Direct Investment: Difference Between Intra-Sector and Inter-Sector Linkages -Ngoc Pham Thi Bich	
	A Review of the Acceptance of People With Disability in Fast Food Industry: The Malaysian Context -Siti Noormala Jailani and Salmi Mohd Isa	

Friday, October 5, 2018

8:30am	Concurrent Session 6.1	Room: 901
10:10am	<i>Track: Hospitality & Tourism</i>	<i>Session Chair: Patrick Li</i>
	Business Intelligence From Facebook Fan Pages: A Case Study of Luxury Hotels -Mingchih Chen, Dephne Lee, and Chaang-luan Ho	
	A Study on the Critical Success Factors of Fitness Club Business -Patrick Li	
	Investigating Differences in Hotel Reviews Across European Regions -Rodoula Tsiotsou	
	Student Satisfaction Towards School Food Service With the Mediation of Perceived Value: A Case Study of Bui Thi Xuan High School, Ho Chi Minh City -Huyen Pham and Huong Pham	
	Hospitality Students Pre-Internship Expectations: Insights From Cyprus -Anastasios Zopiatis and Constantinos Papadopoulos	
8:30am	Concurrent Session 6.2	Room: 902
10:10am	<i>Track: Strategy, Environmental Issues, & Sustainability</i>	<i>Session Chair: Heitor Takashi Kato</i>
	An Acceptance of Rural Entrepreneurs Towards the Concept of Community-Based Enterprise in Enhancing the Business Performance: One District One Industry -Muhammad Abi Sofian Abdul Halim, Khatijah Omar, Zuha Rosufila Abu Hasan, Noor Fadhiha Mokhtar, and Kuala Nerus	
	Effect of Familiness in the Relationship Between Dynamic Capabilities and Performance -Zelia Breithaupt Janssen, Heitor Takashi Kato, and Eduardo Veiga Bueno	
	Gendered Relationships and Socio-Economic Practices in Sustainable Tourism in Turkey -Mine Karatas-Ozkan, Pelin Demirel, Shahnaz Ibrahim, Renan Tunalioglu, Vadim Grinevich, and Emir Ozeren	
	The Changes in Bird Species Living in the Tank Environment With Effect From the Renovation of Small Tanks in Dry Zone in Sri Lanka: A Case Study in Galgamuwa Division, Kurunegala -Kaluthanthri Patabandi Lalith Nishantha	
	The Demographic Variables Evaluation of Organizational Democracy Perception in Cappadocia -Nilufer Sahin Percin, Yasin Gunden, and Muhittin Cavusoglu	
8:30am	Concurrent Session 6.3	Room: 903
10:10am	<i>Track: Hospitality & Tourism</i>	<i>Session Chair: Narentheren Kaliappen</i>
	Chinese Middle Class's Food Tourism: Discussion Based on Documentary Involvement -Xiaohui Xu and Yang Zhang	
	Analysis of Investment Opportunities and Key Performance Indicators (KPI) in Malaysian Tourism and Hospitality -Narentheren Kaliappen and Hok Yean Chee	
	Tourists' Motivation in Using Sharing Accommodation in Bangkok -Amita Inah Marie Bancoro and Adarsh Batra	
	Economic Development in Bali: From Tourism Sectors to Sustainable Destination -Ni Made Eka Mahadewi and Putu Utama	
	Perceive Linear Authenticity and Its Impact on Tourists' Experience in Heritage Corridors: Case Study of the Three-Gorges in China -Zhijian Bai, Jun-Yu Ma, and Zixiao Lin	
8:30am	Concurrent Session 6.4	Room: 303
10:10am	<i>Track: Management & Hospitality</i>	<i>Session Chair: Semih Buyukipekci</i>
	The Mediating Role of Personality Traits in the Effect of Social Isolation on Loneliness at Work -Ali Erbasi	
	The Effects of Technological Innovation on Innovative Products in The Sports Industry -Ali Keles	
	Measurement of Perceived Quality in Hotel Businesses via Hotelqual Method: Izmir Sample -Safak Unuvar, Semih Buyukipekci, and Gamze Senel	
	The Importance of Cost Control in Food and Beverage Enterprises: Example in Konya -Semih Buyukipekci and Gamze Senel	
10:10am	Refreshment Break	
10:25am		

10:30am	Keynote Speaker: Dr. Paul A. Phillips	
11:15am	<i>"Digital Disruption and Opportunities in Travel"</i>	
11:15am	Keynote Speaker: Dr. Fawn T. Ngo	
12:00pm	<i>"An Integrated Paradigm for Understanding Tourism Crime Victimization: Extending the Routine Activity Framework and the General Theory of Crime"</i>	
12:00pm	Lunch	
1:30pm	Invited Speaker: Dr. Basak Denizci Guillet	
2:30pm	<i>"Revenue Management: What Every Hospitality Industry Professional Needs to Know"</i>	
1:30pm	Invited Speaker: Dr. AJ Aluri	
2:30pm	<i>"AR and VR Experiences in Hospitality"</i>	
2:30pm	Refreshment Break	
2:50pm	Concurrent Session 7.1	Room: 901
4:10pm	<i>Track: Leisure Management</i>	<i>Session Chair: Yichi Chen</i>
	Work or Leisure: The Geographic and Psychological Movement of Danbangkes (Traveling Merchants)	
	-Chih-Hung Wang and Yuan-Ting Wang	
	A Suggested Solution for Effective Organization of Sales and Operations Units in a Tour Operator – The Study of Medium and Large Tour Operators in Ho Chi Minh City	
	-Le Hoang Phuong Linh and Bui Duc Sinh	
	Relationships Between Customer Incivility, Work Stress and Emotional Exhaustion	
	-Yichi Chen and Chih Hung Wang	
2:50pm	Concurrent Session 7.2	Room: 902
4:10pm	<i>Track: Research Methods & Social Science Studies</i>	<i>Session Chair: Syed Aamir Ali Shah</i>
	The Process of Qualitative Data Analysis Based on Gioia Methodology	
	-Syed Aamir Ali Shah	
	Power of Universe: How Do Have Social Media Effect of Organizational Image of Airline Companies?	
	-Didem Rodoplu Sahin, Irge Sener, and Aydan Savici Polat	
	For Better or for Worse: Expatriation Motives to Relocate From Developed to Developing Countries	
	-Mariam Mohsin and Muhammad Abdur Rahman Malik	
2:50pm	Concurrent Session 7.3	Room:903
4:10pm	<i>Track: Accounting, Finance, & Banking</i>	<i>Session Chair: Anthony Nikias</i>
	Mutual Monitoring in a Multi-Period Team Setting: An Experimental Investigation	
	-Anthony Nikias and Aida Sy	
	Brand Value and Financial Performance Relationship: BIST 30 (Istanbul Stock Exchange) Application Analysis	
	-Hulya Cagiran Kendirli and Bergen Kakac	
	Factors Affecting Active Quality of Banks	
	-Selcuk Kendirli and Bergen Kakac	

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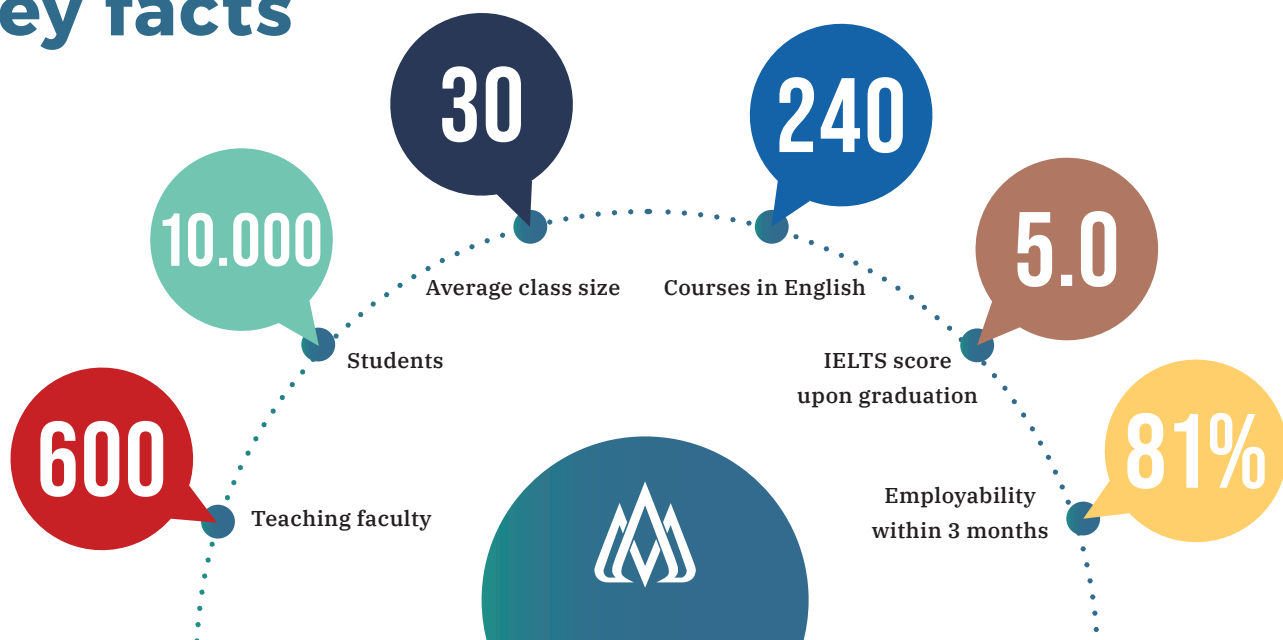
Hoa Sen University is located in the heart of the commercial center of Vietnam - Ho Chi Minh City. The institution was founded in 1991 as a vocational school, during the exciting period of economic and social transition, as the country started its global and regional integration. The institution became a pioneer in meeting the educational needs of society and came to excel within the field of vocational education.

It successfully acquired the status of "College" in 1999 and was granted the status of "University" in 2006.

Since it began, with only 80 students in 1991, Hoa Sen University has grown tremendously increasing to its current population of over 10,000 full-time students. The University has established a strong reputation as a young yet prominent university and gained growing recognition, nationally and internationally. It is committed to its mission to be recognized internationally in teaching, research and community service; and its goals are to ensure equal opportunity in education and to prepare individuals to become global citizens.



Key facts



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- Joint degree program
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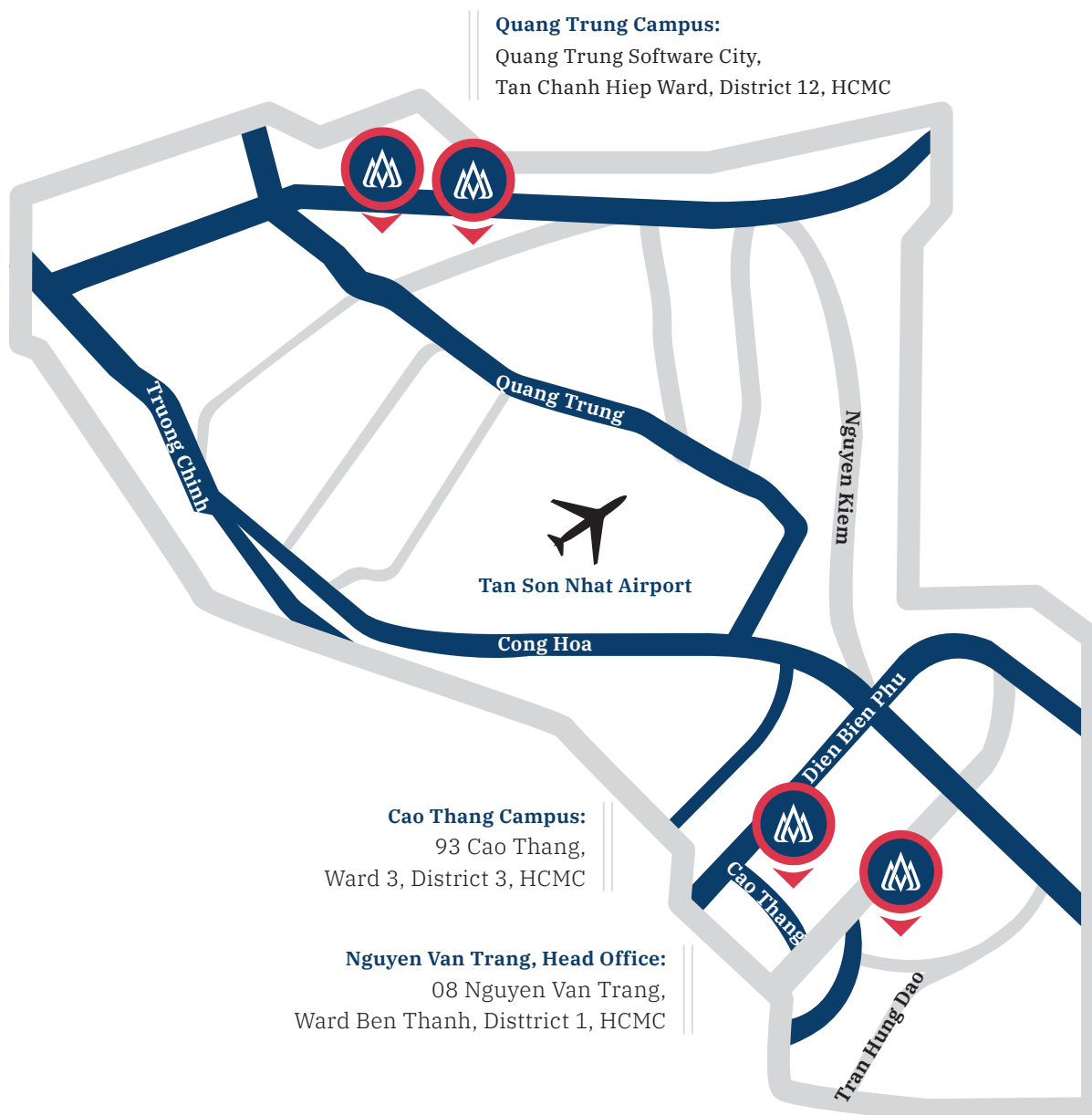
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The name “**HOA SEN**” in Hoa Sen University is very meaningful in Vietnamese. Its translation is “**LOTUS FLOWER**”. The Lotus is the national flower of Vietnam and the plant is found all over the country. It grows in dirty mud and yet a beautiful and fragrant flower springs up above the murky water. When it comes to the meaning, the lotus flower symbolizes purity, perseverance and strength.



Contact

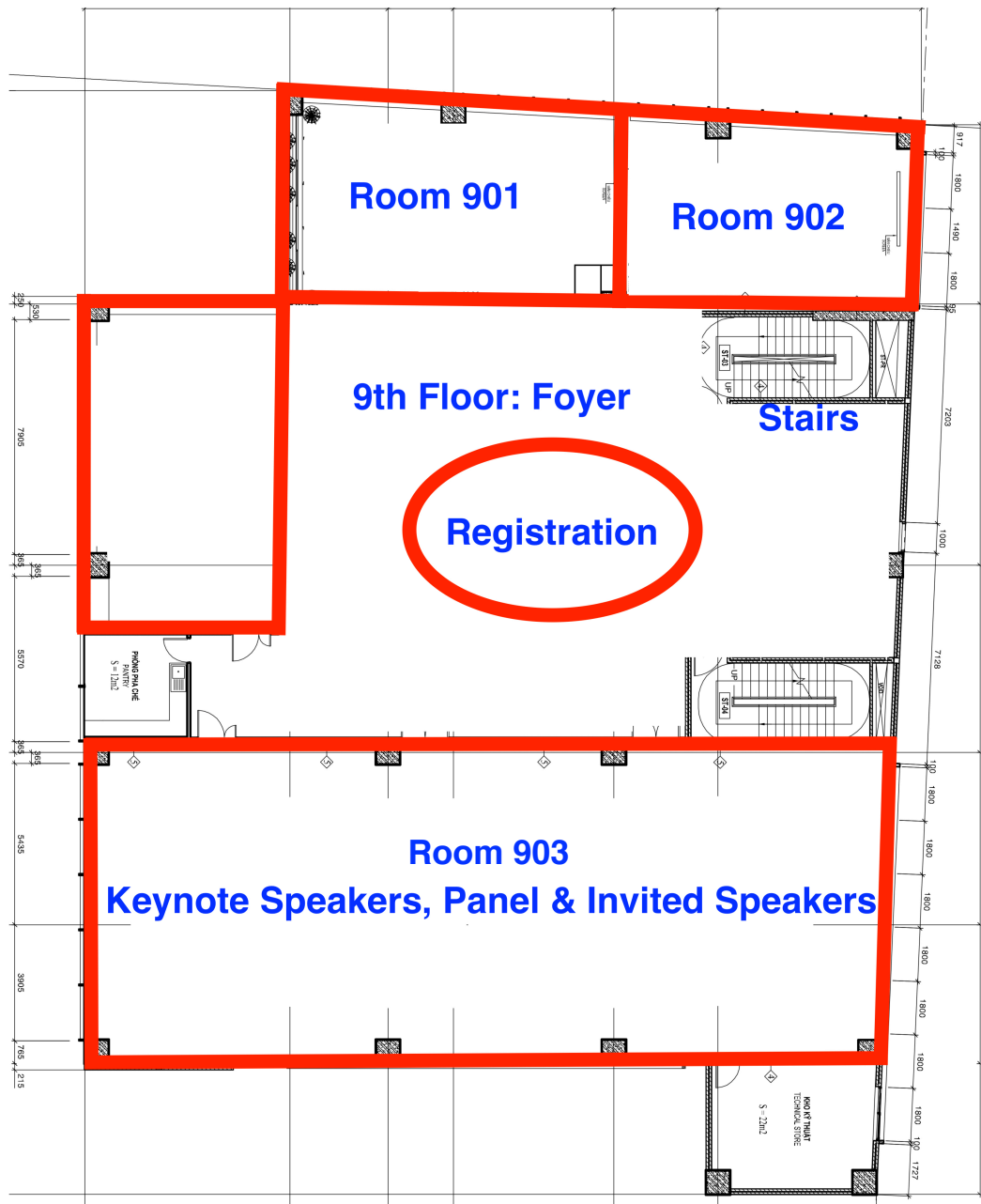
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